## AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

1 1.    (Previously Presented)  A method of determining an economic impact of business

2 policies, comprising the steps of:

3        a)    defining a plurality of players including an associated set of rules defining a

4 possible decision space, a decision-making process tree, an information set, an outcome function,

5 and a payoff function for each player;

6        b)    translating the player definitions into at least one codified script; and

7        c)    executing the at least one codified script, wherein a result of the outcome and

8 payoff functions at the end of execution of a script stage determines the economic impact of the

9 business policies defined by the rules.


1 2.    (Original)  The method of claim 1 wherein the players are exclusively human.


1 3.    (Original)  The method of claim 1 wherein the players comprise a combination of human

2 and automated players.


1 4.    (Original)  The method of claim 1 further comprising the steps of:

2        d)    modifying the associated set of rules for one or more players; and

3        e)    repeating steps b)-c).


1 5.    (Previously Presented)  The method of claim 1 further comprising the step of:

2        d)    providing calibration data for the defined players based on empirical sales

3 information, wherein the at least one script is generated in accordance with the player definitions

4 and the calibration data.


1 6.    (Original)  The method of claim 1 further comprising the steps of:

2        d)    providing a plurality of scenarios defining variations on the set of rules associated

3 with one or more players, wherein step c) further comprises the step of generating scripts

4 corresponding to the player definition variations.

1  7.       (Previously Presented)  The method of claim 1 wherein the at least one script is compiled
2  on the fly during execution.

1  8.       (Previously Presented)  The method of claim 1 wherein the at least one script is compiled
2  in its entirety before execution.

1  9.       (Previously Presented)  The method of claim 1 wherein the set of rules associated with at
2  least one player defines at least one business policy from the group comprising: advertising
3  policy, sales policy, returns policy, rebate policy, minimum advertised price policy.

1  10.      (Previously Presented)  An apparatus for determining an economic impact of business
2  policies, comprising:
3           a)       a business process definition module for defining a plurality of players including
4  an associated set of rules defining a possible decision space, a decision-making process tree, an
5  information set, an outcome function, and a payoff function for each player;
6           b)       a script translator module for translating the player definitions into codified
7  scripts, wherein the codified scripts define at least one simulation stage; and
8           c)       a simulation module for executing the codified scripts, wherein a result of the
9  outcome and payoff functions at the end of execution of the at least one simulation stage
10 determines the economic impact of the business policies.

1  11.      (Original)  The apparatus of claim 10 wherein the players are exclusively human.

1  12.      (Original)  The apparatus of claim 10 wherein the players comprise a combination of
2  human and automated players.

1   13.    (Previously Presented) The apparatus of claim 10 further comprising:

2           d)      a calibration module providing calibration data for the defined players based on

3   historical information, wherein the scripts are generated in accordance with the player definitions

4   and the calibration data.

1   14.    (Previously Presented) The apparatus of claim 10 further comprising:

2           d)      a scenario database providing a plurality of scenarios defining variations on the

3   set of rules associated with one or more players, wherein the script translator module generates

4   scripts corresponding to the player definition variations.

1   15.    (Original) The apparatus of claim 10 wherein the scripts are compiled on the fly during

2   execution.

1   16.    (Original) The apparatus of claim 10 wherein the scripts are compiled in their entirety

2   before execution.

1   17.    (Previously Presented) The apparatus of claim 10 wherein the set of rules associated with

2   at least one player defines at least one business policy from the group comprising: advertising

3   policy, sales policy, returns policy, rebate policy, and minimum advertised price policy.

1   18.    (Previously Presented) A method of predicting a behavioral outcome resulting from a

2   business rule, comprising the steps of:

3           a)      defining at least one player, business rules, and an environment that defines

4   actions that the player can take in accordance with the business rules;

5           b)      translating the definitions into a codified script; and

6           c)      determining a behavioral outcome resulting from player-selected actions during

7   execution of the codified script.

1   19.    (Original) The method of claim 18 wherein the behavioral outcome includes an

2   economic state of each player.

1    20.    (Currently Amended) The method of claim 18 further comprising the step of:

2        d)      executing variations of the codified script ~~to identify business rules and~~

3   ~~environment definitions that result in a pre-determined economic state~~.


1    21.    (Previously Presented) The method of claim 18, further comprising:

2        receiving historical data and producing calibration data based on the historical data,

3        wherein the codified script is translated from the definitions and the calibration data.